

MANAGING YOUR MONEY

“Footnotes”

- 20% of **FORTUNE** 400
- “Success” not necessarily \$ \$ \$ \$ \$
- Working to retire – then play . . . (after 30 years)
- For Love or Money!
- 89% of businesses in Montana have four (4) or fewer employees
- 61% of ‘profitable’ companies filed for bankruptcy
- Business Plan → for bankers, however . . .
- “How much do you need?” — “how much can you loan me?”
- How much collateral does the bank *really* need?
- Bank has relationship w/your money – not you!
- Find the banker (ask open-ended questions) – not the bank (and move w/him)
- Banks are in the “no” risk business – not a “low” risk business.
- Cash flow vs. collateral
- Revolving Line of Credit (LOC)
- Trust has everything to do with developing relationships
- What I know about “Marketing”
 - Research & Development
 - Test the marketplace (with your product/service)
 - Advertise – advertise - advertise
 - Make the sale
- Strategic Plan and Tactical Plan
- Customer at “Center of the Wheel”
- Voyage – *on a sailboat* – not a steamer!

Developing
the Banking
Relationship